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News Release

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Up-to-date ocean safety information now available online

LĪHU'E – Residents and visitors can now get up-to-date ocean safety information from the Kaua'i Ocean Report, which is available online at www.kauaiexplorer.com.

The report was created as a partnership between the County of Kaua'i, Kaua'i Water Safety Task Force (KWSTF), Kaua'i Visitors Bureau (KVB) and Wasabi Marketing Elements.

"We felt that the Kaua'i Explorer website was the ideal vehicle for providing ocean safety information to the public," said KVB executive director Sue Kanoho. "It is our hope that the Kaua'i Ocean Report will become THE resource for hotel concierges and front desk staff so they can inform visitors on how to safely enjoy our beaches."

"I'm very pleased that this group has gotten together to take action on the serious challenge we face with keeping people safe on our beaches," said Mayor Bryan J. Baptiste.

"Our lifeguards do an outstanding job, but we need to educate people before they head to the beaches to prevent loss of lives."

A vast amount of information is available in the Kaua'i Ocean Report including lifeguard surf observations at Kaua'i's guarded beaches and surf heights forecasts which are updated everyday at around 9 am, current advisories or warnings from the National Weather Service, beach safety tips, information on Kaua'i's changing ocean conditions, rip currents, and seasonal surf trends, recommended snorkeling beaches, and more.

The idea for the report came out of a KWSTF meeting earlier this year where the alarming trend of drowning incidents on Kaua'i was discussed. Task force members decided that having up-to-date ocean safety information available online would be the best means of disseminating this information, and hopefully prevent drownings from occurring.

Dr. Monty Downs, chair of KWSTF and a longtime advocate for enhanced lifeguard and ocean safety services expressed his pleasure with the initiative.

"This is such an important step, a very solid and welcome piece in Kaua'i's effort to solve our difficult water safety puzzle," said Downs.

In a related project, the Kaua'i Ocean Resource Council (KORC), under the leadership of Pat Durkin, is in the process of creating and coordinating training sessions for visitor industry employees.

The sessions will cover general information about Kaua'i beaches, specific information on beaches closest to the resort where the training is taking place, profiles of typical beach users and how they should be educated, and information about other available resources, e.g. the beach safety brochure.

It will also include building awareness of the Kaua'i Ocean Report.

"We're happy to provide this service to our community and our visitors," said Winston Welborn, president of Wasabi Marketing Elements. "When I was a Kaua'i firefighter I witnessed emergencies that could have been avoided with some simple safety awareness."

He pointed out that if everyone in contact with visitors shares the information in the Kaua'i Ocean Report, a real difference would be made in ocean safety awareness.

"It's worth it even if we only save one life," added Welborn.

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